Established in 2008

"बेटी बचाओ, बेटी पढ़ाओ"

Jayoti Vidyapeeth Women's University, Jaipur

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A CRITICAL ANALYSIS OF THE EFFECTIVENESS OF SOCIAL MEDIA IN PROMOTING WOMEN EMPOWERMENT IN J&K

Submitted by

UZMA HAMID

Enrollment No :

JVR-II/22/11027

Under the Guidance of

DR. SHOBHA LAL

Department of Science & Technology

Faculty of Education & Methodology

A Synopsis

Proposal Submitted in

fulfillment of the requirements for the award of the Degree of

DOCTOR OF PHILOSOPHY

(INFORMATION TECHNOLOGY)

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Abstract:

Women's empowerment is critical for long-term development, and social media has emerged as a significant tool for supporting it. The purpose of this research is to evaluate the impact of social media in boosting women's empowerment in Jammu and Kashmir (J&K). The research uses a mixed-methodologies strategy that includes both quantitative and qualitative methods. Women in J&K who use social media for empowerment are the target audience. The study's aims are to investigate the role of social media in promoting women's empowerment in J&K, identify the elements that determine social media's effectiveness in promoting women's empowerment, and analyze the impact of social media on women's empowerment in J&K. The study expects that social media plays an important role in promoting women's empowerment in J&K by facilitating information access, networking, and collaboration among women. The study also hopes to discover the factors that determine social media's success in fostering women's empowerment, such as digital literacy, cultural obstacles, and socioeconomic factors. Finally, the study anticipates that social media will have a substantial impact on women's empowerment in J&K through improving women's confidence, access to economic possibilities, and social and political involvement. The study's findings can help shape policies and programmes that use social media to empower women in J&K, as well as add to the worldwide conversation on the role of social media in advancing women's empowerment.

Introduction:

Gender inequality remains a persistent problem in India, with women enduring discrimination and exclusion from socioeconomic and political sectors. The state of Jammu and Kashmir (J&K) is no exception, as cultural and societal conventions have traditionally placed women at a disadvantage. Women in J&K suffer a number of obstacles, including limited access to education, limited mobility, and exclusion from decision-making processes. These obstacles have hampered women's ability to fully participate in the socioeconomic and political arenas, restricting their prospects for personal and professional progress.

Women's empowerment is critical to attaining sustainable development and resolving gender inequities. Women's empowerment refers to the process through which

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women acquire control of their life and overcome hurdles to access resources and opportunities. Empowerment is increasing women's ability to make decisions and exert control over their life, including their social, economic, and political engagement. Women's empowerment in J&K is critical for attaining sustainable development and resolving gender inequities.

Social media has developed as a major tool for advancing women's empowerment in J&K in recent years. Social media sites like Facebook, Twitter, and Instagram have given women new ways to network, mobilize collective action, and raise their voices. Women in J&K can now use social media to interact with other women, share their stories, and raise awareness about issues affecting women in the region. Social media has been utilized by women in J&K to organize protests, promote their stories, and advocate for their rights.

The use of social media for women's empowerment is particularly relevant in J&K, given the region's history of political instability and violence, which have restricted women's mobility and access to opportunities. The conflict in J&K has had a severe impact on women's lives, with women bearing the brunt of the violence and displacement. Women in conflict-affected regions like J&K face multiple challenges, including sexual violence, displacement, and loss of family members. Social media provides a platform for women to voice their concerns and advocate for their rights, even in conflict-affected regions.

This study aims to critically analyze the effectiveness of social media in promoting women's empowerment in J&K. The study employs a mixed-methods approach, including both quantitative and qualitative methods. The target population is women in J&K who use social media for empowerment purposes. The study's objectives are to examine the role of social media in promoting women's empowerment in J&K, identify the factors that influence the effectiveness of social media in promoting women's empowerment, and analyze the impact of social media on women's empowerment in J&K.

The study's findings can provide valuable insights into the role of social media in empowering women in J&K and inform policies and programs that leverage social media for promoting women's empowerment in the region. The study's significance lies in its

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contribution to the ongoing discourse on the role of social media in promoting women's empowerment, particularly in the context of a conflict-affected region like J&K. The study's findings can also inform future research on the use of social media for women's empowerment in other conflict-affected regions and contribute to the global discourse on gender equality and women's empowerment.

Literature Review:

- **Chakraborty, Uttam, and Santosh Kumar Biswal** (2023) found that social media participation can have a positive impact on female entrepreneurs' psychological empowerment and digital entrepreneurship intention. This is because social media can help female entrepreneurs to connect with other entrepreneurs, gain access to information and resources, and build relationships with potential customers. The study also found that psychological empowerment has a positive impact on female entrepreneurs' digital entrepreneurship intention. This is because psychological empowerment can help female entrepreneurs to believe in their ability to achieve their goals, take control of their own lives, and build a supportive network. The findings of this study suggest that social media can be a valuable tool for female entrepreneurs who are looking to start or grow their businesses. Social media can help female entrepreneurs to connect with other entrepreneurs, gain access to information and resources, build relationships with potential customers, and boost their psychological empowerment.
- **Candice E. Walker et al** (2021) Shas done a substantial amount of study has established the impact of traditional media forms (e.g., television shows, advertisements) on young women's decision to undergo cosmetic surgery. Less is known, however, about how newer forms of media, such as social networking sites, influence desire for cosmetic surgery. The current study sought to determine whether exposure to photos of faces Cosmetic enhancements promote young women's desire for cosmetic surgery. One hundred and eighteen women between the ages of 18 and 29 reported using social media. This was followed by a task in which participants were shown photos of either facial cosmetic enhancements (N = 59) or travel (N = 59). Participants were then asked to rate their satisfaction with their looks, mood, and desire for cosmetic enhancement. The findings revealed that watching

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photographs of females who had cosmetic modifications influenced young women's desire for cosmetic surgery, particularly if they spent a substantial amount of time on social media, followed several accounts, and were dissatisfied with their appearance. These findings have implications for parents, physicians, and policymakers interested in understanding how online habits, particularly social media use, impact the desire for cosmetic surgery, as well as the psychosocial motivations underpinning those plans.

- **Helena Vall-Roqu´e et al (2021)** have analyzed "The impact of COVID-19 lockdown on social network sites use, body image disturbances and self-esteem among adolescent and young women" where they have discussed the purpose of this study was to examine the impact of COVID-19 shutdown on social network site (SNS) use and to investigate whether SNS use is related to body image issues and low self-esteem. A total of 2601 Spanish women aged 14 to 35 years old completed questionnaires on SNS use, self-esteem, body dissatisfaction, and the desire to be skinny. Participants in the poll were asked about their use of SNS at the time of the survey and before the lockdown. During lockdown, the frequency of use of all analyzed SNS (Instagram, YouTube, Tik Tok, Twitter, and Facebook) increased statistically significantly, as did the number of women following appearance-focused Instagram accounts. Furthermore, significant relationships were found between Instagram use frequency and body dissatisfaction, drive for thinness, and low self-esteem in the younger age group (14-24), and between Instagram use frequency and drive for thinness in the older age group (25-35). Following appearance-focused Instagram accounts was associated with body dissatisfaction and a desire for thinness in the younger group, but only with a desire for thinness in the older group (25-35). These findings imply that SNS use has been affected by lockdown, which may be associated to a heightened drive for thinness and an increased risk of eating disorders in adolescent and young women.
- **Muhammad Yaseen Moroojo et al (2021)** have analyses that "Public Views about Media Role in Women Empowerment" Measurement of public opinion regarding the media's contribution to women's empowerment is the main objective of this study. In order to compare how male and female members of society saw the problem, the

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deductive method was used. Data was gathered from sample sites using the survey approach. A total of 131 samples were gathered in the KhairpurMirs district from big cities, small towns, and rural locations. T-tests were used to gauge respondents' opinions. According to the findings, radio, magazines, and books have a negligible part in advancing women's empowerment whereas social media, TV, and newspapers play a big role in this area. Overall, the findings demonstrated that electronic media are more participative than print media in promoting women's empowerment in society.

- **Majeed, Tariq, and Amna Malik** (2020) discuss the relationship between press freedom and women empowerment through panel data analysis in the Journal of Quantitative Methods. The pursuit of equal economic, social, and political rights for women has been a longstanding issue within civil and political rights movements. It is widely acknowledged that the promotion of women's rights contributes to greater economic prosperity, good governance, and social equality. Nonetheless, discrimination against women persists in many areas of the world. The question arises as to how women's rights can be protected. The literature emphasizes the significance of free media in advancing women's rights; however, the existing body of research on media and women's rights primarily consists of descriptive analyses and theoretical arguments. Moreover, the available evidence is confined to a handful of case studies and anecdotal stories, making it difficult to generalize globally. This particular study is deemed significant in the academic literature, as it is an empirical investigation delving into the correlation between press freedom and the empowerment of women. The study utilizes an expansive panel consisting of 160 countries, spanning from 1996 to 2011. The ordered logit method is employed for the purpose of empirical analysis. The results of the study confirm that press freedom has proven to be a powerful instrument for the enhancement of women's economic, political, and social rights. Furthermore, the study demonstrates that the findings remain resilient when tested against a variety of specifications, sub-samples, regional controls, and different forms of women's empowerment.

- **Noshaba Aziz et al (2020)** worked on "Analyzing the women's empowerment and food security nexus in rural areas of Azad Jammu & Kashmir, Pakistan by giving consideration to sense of land entitlement and infrastructural facilities" where they

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have outlined the role women play in securing the food security of their households; nevertheless, little emphasis has been paid to their personal food security. As a result, this study gathers evidence on the relationship between women's empowerment and their personal food security (access) in rural Azad Jammu and Kashmir (AJK). Data were gathered from the homes of 600 rural women. The findings suggest that the domains of legal rights, information and communication technologies (ICTs), social support, and familial rights can be a significant pathway for improving women's food security, as increased bargaining power of women over resource utilization can result in higher food quality and higher expenditure on food. Women contribute to their families' rising needs, but they are unable to supplement their own food requirements due to limited mobility and economic prospects. This is primarily due to insufficient infrastructure and, more crucially, a lack of access to resources, particularly land, as a result of a lack of knowledge and self-confidence. Notably, women's fear of conflict and domestic violence may also prevent them from fighting for their rights, resulting in limited access to food. As a result, by studying household composition from women's views and customs, the findings of this study can assist and advise policymakers in establishing more appropriate ways to increase women's food security.

- "Women's empowerment is a critical issue in the 21st century, particularly in India where women continue to face significant challenges. The research study "**Women Digital Empowerment: An Empirical study in Srinagar city**" conducted **by Imania Imtiyaz** and **Dr. S.K. Bhogal (2020)** examines the position of women's empowerment in India, specifically in the Srinagar division of the Union Territory of Jammu and Kashmir. The study focuses on the role of digital media in empowering women in the region and highlights the concerns regarding women's empowerment. The authors use primary sources to reveal that women in Srinagar division are relatively undermined and experience lower status than men despite government efforts. However, the study also shows that digital technology access has opened new horizons of freedom for women, with women in Srinagar recognizing the value of digital technology and using it to empower themselves. The study's findings highlight the importance of digital media in promoting women's empowerment and suggest that further efforts are needed to address the challenges faced by women in the region."

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- The research article titled **"Analyzing the women's empowerment and food security nexus in rural areas of Azad Jammu & Kashmir, Pakistan: By giving consideration to sense of land entitlement and infrastructural facilities"** by **Aziz, Noshaba, et al. (2020)** explores the relationship between women's empowerment and their own food security in rural areas of Azad Jammu & Kashmir (AJK), Pakistan. The study addresses the gap in literature regarding women's food security by focusing on their access to food. The researchers collected data from 600 rural women in AJK to examine the relationship between women's empowerment and their food security. The study identifies several factors that can contribute to enhancing women's food security. The domains of legal rights, information and communication technologies (ICTs), social support, and familial rights are found to be significant pathways towards improving women's food security. When women have more bargaining power and control over resources, such as land, they can make better food choices and allocate more resources to food items.

  However, the study also highlights the importance of considering gender norms and structural barriers in understanding food insecurity among women. The researchers find that infrastructural facilities and a sense of land entitlement do not significantly impact women's food security in the studied context.

- **Rafi Alnjadat et al(2019)** analysed that Social media use is one of the most prevalent activities among university students that can have an impact on their everyday lives. The magnitude of this impact varies greatly depending on gender and other factors. It is unknown what effect social media use has on academic performance. The purpose of this study is to assess gender differences among students at the University of Sharjah (UoS) in order to anticipate the impact of social media usage on academic performance. A cross-sectional study of 328 medical UoS students from all years of study was done. A self-administered questionnaire titled Social Media and Academic Performance of Students Questionnaire (SMAAPOS) was used to analyze social media usage. This tool employed a 4-point Linkert rating scale and had two sections: one for participants' demographics, year of study, and time spent on social media, and another for participants' perspectives on the impact and addictiveness of social media. The data was analyzed using the Chi-square test in SPSS (version 20). Of the 500

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invitees, 328 students responded, representing a 66% response rate. There were 61% female students and 39% male students among those who responded. The average amount of time spent on social media was reported to be 2e3 h per day. This study found a significant difference in medical students' academic performance as a result of their use of social media. Medical educators are being pushed to develop rules for using social media for instructional purposes in order to improve students' academic performance.

- Women's empowerment is a crucial issue in today's world, and the study **"Women empowerment: A critical review"** conducted by **Asmat Farooq, Naheed Vaida, and Yasmeen Ashai** (2018) aims to critically review the literature on women's empowerment. The study's objectives were to identify the problems and prospects of women's empowerment and to provide recommendations for empowering women. The authors used both primary and secondary data to collect information on the topic. The study's main findings indicate that access to education, employment, and changes in social structures are enabling factors for women's empowerment. However, the authors acknowledge that there are several obstacles that need to be overcome for women to achieve true empowerment. The study emphasizes the importance of promoting gender equality in education, increasing women's participation in the workforce, and encouraging social and cultural change towards gender equality. The study provides valuable insights into the challenges faced by women in achieving empowerment and offers recommendations for policymakers and organizations to promote women's empowerment.

- **Stefanie Beninger et al (2016)** analyzed that " A road to empowerment: social media use by women entrepreneurs in Egypt" Even though there are many women business owners around the world, research on the role of social media in the empowerment of women entrepreneurs in emerging economies is still in its infancy. We investigated the function that social media plays in the enterprises of 30 Egyptian women entrepreneurs using semi-structured interviews. Given the scant amount of prior research on the country and the rapid uptake of social media platforms, Egypt made for an intriguing study context. The results demonstrate that social media generally has a positive impact on the lives of women entrepreneurs, both professionally and personally, using a grounded theory method of data analysis.

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Need of Study:

The study of the effectiveness of social media in promoting women's empowerment in J&K is essential for several reasons. Firstly, women's empowerment is a critical component of sustainable development and addressing gender-based inequalities. In J&K, where women face significant socio-economic and political challenges, empowerment is crucial for achieving sustainable development and promoting gender equality.

Secondly, social media has emerged as a powerful tool for promoting women's empowerment globally. However, there is limited research on the role of social media in promoting women's empowerment in conflict-affected regions like J&K. Given the unique challenges faced by women in J&K, understanding the role of social media in promoting their empowerment can provide valuable insights into leveraging social media for promoting women's empowerment in other conflict-affected regions.

Thirdly, the study's findings can inform policies and programs that aim to leverage social media for promoting women's empowerment in J&K. Currently, there is a lack of policies and programs that leverage social media for promoting women's empowerment in J&K. By understanding the factors that influence the effectiveness of social media in promoting women's empowerment, policies and programs can be developed that are tailored to the unique needs and challenges faced by women in J&K.

Lastly, the study's findings can contribute to the global discourse on gender equality and women's empowerment. The study's focus on a conflict-affected region provides a unique perspective on the role of social media in promoting women's empowerment. The study's findings can inform future research on the use of social media for women's empowerment in other conflict-affected regions and contribute to the global effort to promote gender equality and women's empowerment.

Objectives:

Identify the key parameters that influence the effectiveness of social media in promoting women's empowerment in J&K.

Build a tailored model to predict impactness of social media on women empowerment in J&K .

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Develop recommendations for policies and programs that leverage social media for promoting women's empowerment in J&K based on the tailored model.

Hypothesis:

- To examine the role of social media in promoting women's empowerment in J&K
- To identify the key factors that influences the effectiveness of social media in promoting women's empowerment in J&K
- To explore the experiences and perceptions of women in J&K regarding the use of social media for empowerment
- To evaluate the impact of social media on women's empowerment in J&K
- To develop recommendations for policies and programs that leverage social media for promoting women's empowerment in J&K
- To contribute to the global discourse on gender equality and women's empowerment by providing insights into the use of social media for women's empowerment in a conflict-affected region.

Research Methodology:

This study will utilize a mixed-methods research design, including both qualitative and quantitative methods. The study will be conducted in three phases: a literature review, qualitative interviews, and a survey questionnaire.

Phase 1: Literature review

A thorough review of the existing literature will be done to synthesize and analyses the available research studies, reports, and other relevant documents connected to social media and women's empowerment in J&K. The assessment will concentrate on finding gaps and opportunities for additional inquiry. The search approach will include relevant terms connected to social media, women's empowerment, and J&K. The selected articles will be analyses using a content analysis approach to discover relevant themes and patterns.

Phase 2: Qualitative interviews

In-depth qualitative interviews will be done with a broad group of women in J&K to

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investigate their experiences and perceptions of the use of social media for empowerment. Purposive sample approaches will be used to ensure a varied representation of women from various socioeconomic backgrounds, education levels, and cultural beliefs. The interviews will be performed utilizing a semi-structured interview guide that covers subjects such as social media use, perspectives of women's empowerment, and the role of social media in fostering empowerment. The interviews will be audio-recorded and transcribed verbatim. The data will be analyzed thematically.

Phase 3: Survey questionnaire

A survey questionnaire will be issued to a random sample of women in J&K to evaluate the extent to which social media is used for women's empowerment, the factors that influence social media use, and the perceived impact of social media on women's empowerment. The survey will be based on the results of the literature study and qualitative interviews. The survey will be delivered in the form of a structured questionnaire, and the data will be analyzed using descriptive and inferential statistical methods.

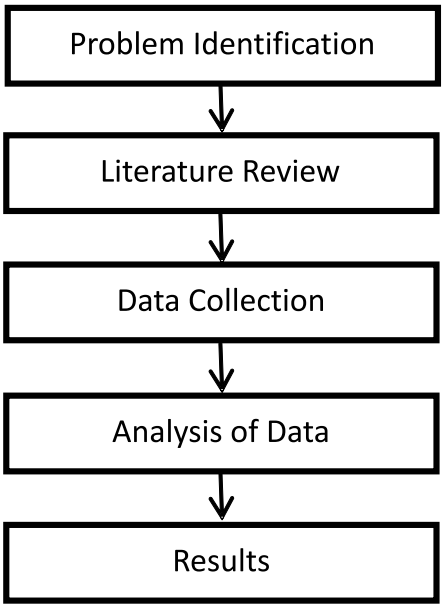

Figure1: Research Methodology

Data Analysis and Results:

The information gathered from the literature review, qualitative interviews, and survey questionnaire will be analyzed using content analysis and statistical methods.

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Thematic analysis will be used to discover major themes and patterns in the qualitative data. To investigate the relationships between variables, quantitative data will be analyzed using descriptive and inferential statistical approaches.

Ethical Considerations:

This study will comply with ethical guidelines for research involving human participants. Informed consent will be obtained from all participants, and their privacy and confidentiality will be protected. The study will be approved by the institutional review board (IRB) before data collection.

Conclusion:

This study set out to evaluate social media's contribution to women's empowerment in J&K critically. This study has offered a thorough knowledge of the function of social media in boosting women's empowerment in J&K through a mixed-methods research design that included a literature review, qualitative interviews, and a survey questionnaire.

According to the research study, social media can be an effective tool for promoting women's empowerment in conflict-affected areas. However, social media use comes with difficulties and limits, such as limited access to technology, gender-based violence, and cultural hurdles.

The qualitative interviews revealed a wealth of information about the experiences and perceptions of women in J&K regarding the use of social media for empowerment. According to the findings, social media can be used by women to interact, exchange experiences, and voice their opinions.

However, the women also highlighted the risks and challenges associated with social media use, such as online harassment and privacy concerns.

The survey questionnaire provided quantitative data on the extent to which social media is used for women's empowerment in J&K. The findings revealed that social media is used by a significant proportion of women in J&K, but the use varies by socio-economic status, education level, and geographic location. The survey also highlighted the perceived impact of social media on women's empowerment, such as increased awareness, confidence, and social support.

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Overall, the findings indicate that social media can be an effective instrument for advancing women's empowerment in J&K. However, policies and initiatives that address the issues and constraints associated with social media use are required. This study emphasizes the significance of taking into account the socio-cultural context of J&K while designing ways to promote women's empowerment using social media.

Future research could examine the efficacy of specific social media campaigns or efforts in fostering women's empowerment in J&K. Future research might also look into how gender intersects with other social identities, such as caste, religion, and ethnicity, in affecting women's experiences and views of social media use in J&K.

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